



how the merchant's products would look in conjunction with an image of the customer.

8. The method of claim 7, wherein the iris is circular but appears elliptical when viewed from an angle, and wherein the invariant iris diameter is a major axis of an ellipse when the iris is viewed from said angle.

9. A method by which a merchant assists a customer who uses a display screen and an imaging device to shop for products, comprising the steps of:

- (a) receiving at least one image of the customer from the imaging device, wherein at least one of the at least one image includes an image of at least one iris of the customer,
- (b) providing the customer with a selection of products,
- (c) receiving information from the customer about a product that the customer wants to virtually try on,
- (d) providing the customer with a product image which corresponds to the product that the customer wants to virtually try on, and which is combined with the at least one image of the customer, and
- (e) determining an appropriate size of the product suitable for the customer, based upon the at least one image of the customer, wherein the appropriate size of the product is determined by using the invariant diameter of a human iris as a measuring device.

10. The method of claim 9, wherein the customer is located at a remote location from the merchant.

11. The method of claim 9, wherein the product that the customer wants to virtually try on is eyewear.

12. The method of claim 9,  
wherein the circular iris appears elliptical if viewed at a  
nonperpendicular angle by the imaging device, so that the iris has a longest  
diameter which is a major axis of an ellipse, and  
5 wherein the longest diameter is the invariant diameter of the human  
iris.

13. A method for determining at least one dimension of an object, comprising the  
steps of:

- 10 (a) obtaining at least one image of the object, said at least one image  
including an image of at least one iris,  
(b) estimating at least one size ratio between the at least one  
dimension of the object and the at least one iris, by analyzing the image of  
the object, and  
15 (c) approximating the at least one dimension of the object based upon  
the size ratio and the invariant iris diameter of a species.

14. A system for enabling a merchant to assist a customer who is shopping for  
products, comprising:

- 20 (a) at least one imaging device for receiving at least one image of the  
customer, wherein at least one of the at least one image includes  
an image of at least one iris of the customer,  
(b) a display screen for visually providing the customer with a  
selection of products,  
25 (c) information receiving means for receiving information from the  
customer about a product that the customer wants to virtually try  
on,  
(d) means for generating a product image which corresponds to the  
product that the customer wants to virtually try on, wherein the  
30 product image is combined with the at least one image of the

customer and wherein the product image is provided to the  
customer, and

- (e) means for determining an appropriate size of the product suitable  
for the customer, based upon the at least one image of the  
customer,

wherein the appropriate size of the product is determined by using the  
invariant diameter of a human iris as a measuring device.

15. The system of claim 15, wherein the customer is located at a remote location  
from the merchant.

16. The system of claim 15, wherein the product that the customer wants to  
virtually try on is eyewear.

17. The system of claim 15,  
wherein the circular iris appears elliptical if viewed at a  
nonperpendicular angle by the imaging device, so that the iris has a longest  
diameter which is a major axis of an ellipse, and  
wherein the longest diameter is the invariant diameter of the human  
iris.